



good  
**NIGHT**

Supporting families to better sleep

WWW.GOODNIGHTBABY.CO.ZA



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# 1

SECTION

SLEEP IS A NECESSITY,  
NOT A LUXURY

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Often parents feel guilty about the need to want their babies or children to sleep. “Why can’t I wake up so many times for my baby if they need that?”

While the fact remains that inevitably there is a time during the newborn phase where you will have to get up to feed your little one, there is a time for your baby to start sleeping better.

This “time to start sleeping better” is not only directed by the mom’s wishes (of course this is a nice added benefit); it is a **necessary step** for the development of your little one.

Just think of yourself and how you feel when your baby wakes up three times a night? What makes you think your baby does not feel the same? While they’re still cuter and look better than what we do, due to their youth, **they too struggle after poor sleep**. In fact, they are probably worse off, as they need almost *double the amount of sleep than we need*.



# SLEEP IS A NECESSITY, NOT A LUXURY

Let's look at some reasons why sleep is a necessity for your little one:

- The first and most obvious reason is that you and your baby will **be in a better mood**. Moms have noted the significant impact on how they perceive their babies when both parties have been sleeping well. Babies have a better temperament, are more approachable and are generally less likely to be cranky and crying the whole day after having in a good night's sleep. Similarly, well-rested toddlers are more able to control their emotions and think before throwing a tantrum.
- **Children grow when they sleep!** The growth hormone is mainly secreted during deep sleep. Parents can also often observe and see growth and learning taking place during sleep as babies are quite active while sleeping. An interesting thought is that generally, babies spend so much time sleeping, so where will they find the time to learn how to walk and talk if they did not practice it in their sleep?
- **Sleep can influence your child's weight.** More studies indicate that a lack of sleep is linked to obesity. Weight problems, in turn, can lead to heart problems. An example is when toddlers start eating better when the night milk feedings are cut out, because these are no longer essential. Similarly, well-rested babies start eating and drinking better when they have sufficient energy to do so.

# SLEEP IS A NECESSITY, NOT A LUXURY

Continued...

- Better sleep protects us against getting sick. During sleep, our body produces proteins called cytokines, which the body depends on to combat infection, illness, and stress. Even as adults we are more irritable and prone to stress and illness when we do not get a good night's sleep.
- Sleep helps with better attention span and increases learning. Interestingly, attention problems such as ADHD and lack of sleep have very similar symptoms. In recent years, sleep analysis forms a very integral part of diagnosing ADHD and related conditions. With better attention comes better memory retention and assists with learning.
- Sleep lowers the risk of injury, even when assessing adults. Pilots have to sign documentation to show that they have slept eight hours before operating a plane. Children, too, are clumsier and make more mistakes with their movements if they are not well-rested.

The benefits of sleeping well go far beyond just feeling better. Parents should know that sleep is not a luxury and it is not something they should feel guilty about wanting; it is a necessity for their little ones to grow up healthy.





# SECTION 2

## HOW MUCH SLEEP IS NEEDED?

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# Total amount of Sleep needed per age

Age	Number of Naps	Total length of naptime hours	Night-time sleep hours	Total of night-time and naptime sleep
0 – 3 months	4 - 5	6 - 9	11 - 12	16 – 18
3 – 6 months	3	3 - 5	11 - 12	15
7 – 12 months	2	2 – 3	11 - 12	14
13 - 16 months	1 – 2	2 – 3	11.5 – 12	13.5 - 14
17 – 23 months	1	Around 2 hours	11.5 - 12	13 - 14
2 - 5 years	0 – 1	0 – 2	11 – 11.5	11 - 13





# 3 SECTION

## THE BUILDING BLOCKS OF SLEEP

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# BUILDING BLOCKS OF GOOD SLEEP



Over years of sleep consulting and helping thousands of parents, we can assure you that sleep is complex and does not always just happen. There are multiple things that can have an impact on sleep. We refer to these as the **Building Blocks of Sleep**.

Even though it is possible to skip to the top or to skip to one of the building blocks it is **NOT** advised. Each block builds on the next. **You need to patiently build your house of sleep.** You need the foundation to keep your house secure. You need the walls to keep up the roof. It is possible to do some building blocks at the same time (in some cases it is even advised to do them all at once) but the smaller your baby the better to just take it one block at a time.

Each building block is the **same size and carries equal weight in the house.** Even though one building block is easier to implement (e.g., Environmentally - switching off the light) it does not mean it is more/less important than another (e.g., Creating sustainable sleep associations).



# SECTION 4

## THE PERFECT SLEEP ENVIRONMENT

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## ALONE

Baby should always sleep alone, in a safe cot, in the same room as parent



## BACK

Baby should always be put down to sleep on their BACK



## COT

Baby should sleep in a safe crib with a snug mattress and tight-fitting sheet

# ABC'S OF SAFE SLEEP

DO NOT USE PILLOWS, BLANKETS, SHEEPSKINS, OR CRIB BUMPERS ANYWHERE IN YOUR BABY'S SLEEP AREA

DO NOT SMOKE OR LET ANYONE SMOKE AROUND YOUR BABY

USE A FIRM SLEEP SURFACE, SUCH AS A MATTRESS IN A SAFETY-APPROVED CRIB, COVERED BY A FITTED SHEET

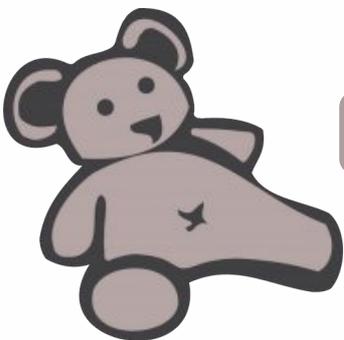
KEEP SOFT OBJECTS, TOYS, AND LOOSE BEDDING OUT OF YOUR BABY'S SLEEP AREA

MAKE SURE NOTHING COVERS THE BABY'S HEAD

BABY SHOULD NOT SLEEP IN AN ADULT BED, ON A COUCH, OR ON A CHAIR ALONE, WITH YOU, OR WITH ANYONE ELSE.

ALWAYS PLACE YOUR BABY ON HIS OR HER BACK TO SLEEP, FOR NAPS AND AT NIGHT

DRESS YOUR BABY IN SLEEP CLOTHING, SUCH AS A ONEPIECE SLEEPER, AND DO NOT USE A BLANKET



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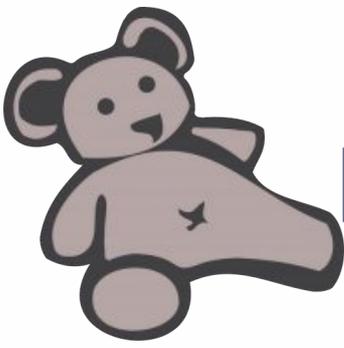
# THE PERFECT SLEEP ENVIRONMENT

As moms, we can often feel helpless when it comes to our babies, **especially with their sleep**. We look for ways to be able to feel in control and positively change our baby's habits. This is easier said than done and often leads to more excuses than solutions.

Creating the **optimal sleep environment** can be something to help a mom take charge and of course, can be lots of fun!

When it comes to sleep, environmental factors are considered fundamental to good sleep, in truth small changes can make a big difference!





# CREATING THE PERFECT SLEEP ENVIRONMENT

- **The cot is for sleeping.** Mobiles and toys in or attached to your baby's cot can send the message that the cot is for playtime and for playing with these objects rather than sleeping. Giving your little one a feed in their cot strengthens the sleep-feed association so rather feed your baby in the rocking chair in your arms. Don't be tempted once your baby can hold the bottle themselves to give the bottle to them in their cot, rather do it on a pillow on the floor or in your arms. This also allows for some bonding and cuddle time.
- Be sure to make your **child's room as dark as possible** when it is time to sleep. Naps can also be taken in a dark room from 8 weeks to assist with the production of melatonin. Block out curtains or blinds can help extend naps and prevent early morning wake ups. A night light is only needed if your child asks for one, then choose one that does not project blue light. While the light of any kind can suppress the secretion of melatonin, blue light at night does so more aggressively.
- Just like adults **most babies sleep better when it is quiet.** It is a widespread myth that if you allow your baby to sleep anywhere, they will become toddlers who can sleep anywhere. This idea has far more to do with temperament. Just like some adults can sleep anywhere most can't, and so some babies can sleep anywhere but most need peace and quiet.

# CREATING THE PERFECT SLEEP ENVIRONMENT

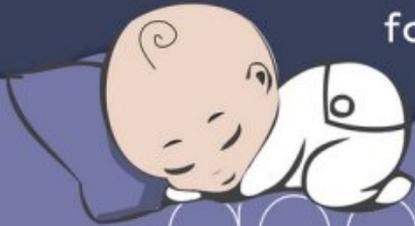
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- Babies cannot regulate their body **temperature** as easily as adults and thus the correct temperature is even more important when babies sleep. The ideal temperature for a baby's sleep is between 19 and 21 degrees celsius. **Sleeping bags** help to maintain an even temperature throughout the night and keeps your baby warm when temperatures drop in the early morning.
- Creating a relaxing atmosphere for bedtime includes making sure **no screens** are emitting blue light. This consists of any screens, tablets, or monitors emitting blue light like some video monitors do. This light interferes with the production of melatonin, the sleepy hormone. This can cause your child to struggle to fall asleep and to stay asleep. Please note it is not the colour of the light that matters but rather any LED's that can emit blue or white light.
- **Aromatherapy oils** can provide a soothing atmosphere for your child, and may help their little brains relax if they smell a particular scent such as lavender; this helps set the stage for sleep. You can use an aromatherapy oil diffuser in your child's room during the bedtime routine or use a diluted oil to apply to their body.



# HOW TO BEST DRESS BABY

for sleeping at different temperatures



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## For SAFE Sleeping

Do NOT let your baby get too hot. This helps reduce the risk of SIDS.

Keep the room where your baby sleeps at a comfortable temperature (21°C)

Dress your baby in no more than one extra layer then you would wear. Your baby may be too hot if they are sweating or if their chest feels hot.

If you are worried that your baby is cold, please check out [our website](http://www.goodnightbaby.co.za) for safety approved sleeping bags that is the right size for your baby. These sleeping bags are made to cover the body and not the head.

Always avoid covering your baby's head

[www.goodnightbaby.co.za](http://www.goodnightbaby.co.za)

18-22°C / 64-72°F



23-27°C / 73-81°F



18-22°C / 64-72°F



16-20°C / 61-68°F





# 5 SECTION

## SETTING UP A DAY TIME ROUTINE

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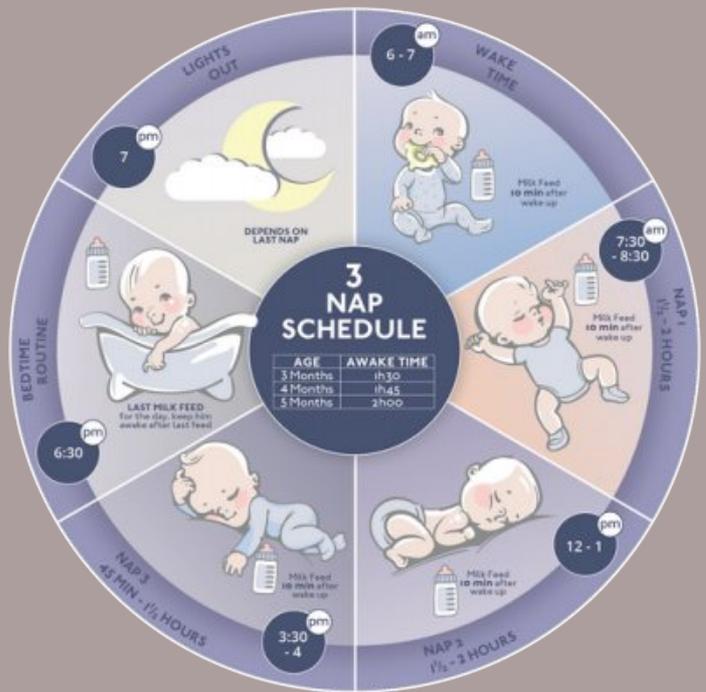
How often have you come across parents that argue it is best to keep a baby up during the day, as it makes for better sleep at night?

Well, this is certainly one myth that is worth busting. As a matter of fact, the exact opposite is true. **Sleep begets sleep** and a baby that is not sleeping during the day will probably struggle to fall asleep at night or will not have good quality sleep during the night.

The smaller your baby, the more sleep he or she would need during the day and it is suggested that newborns should for between 6 and 9 hours per day. As your baby grows older, the need for daytime sleep gradually becomes less and it is only at the age of 2.5 years that a select few toddlers are ready to drop their daytime sleep (and even then, some quiet time is recommended). Naturally, children differ, and some toddlers may even have to take naps until they are 5 years old.

# 12-HOUR-DAY 12-HOUR-NIGHT

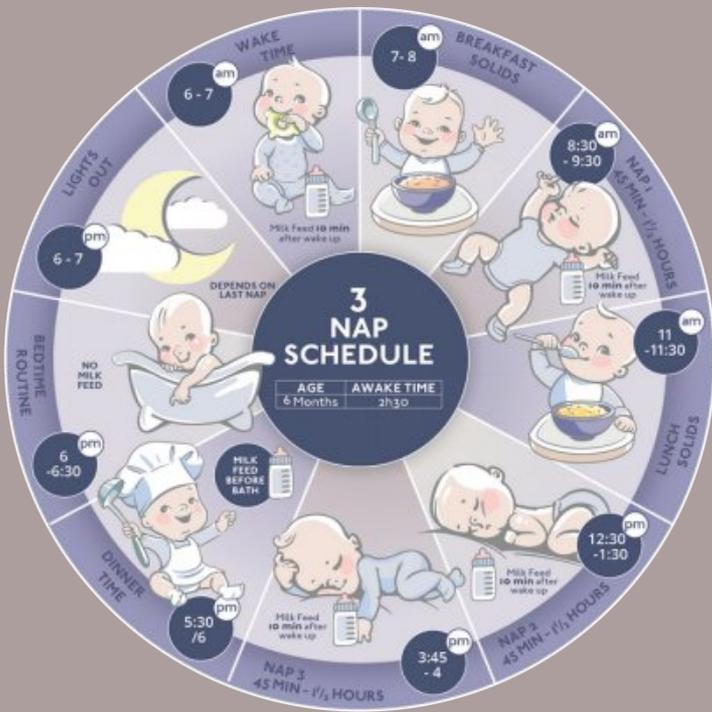
Let your day start between 06h00 and 07h00, and end between 18h00 and 19h00.



# 2

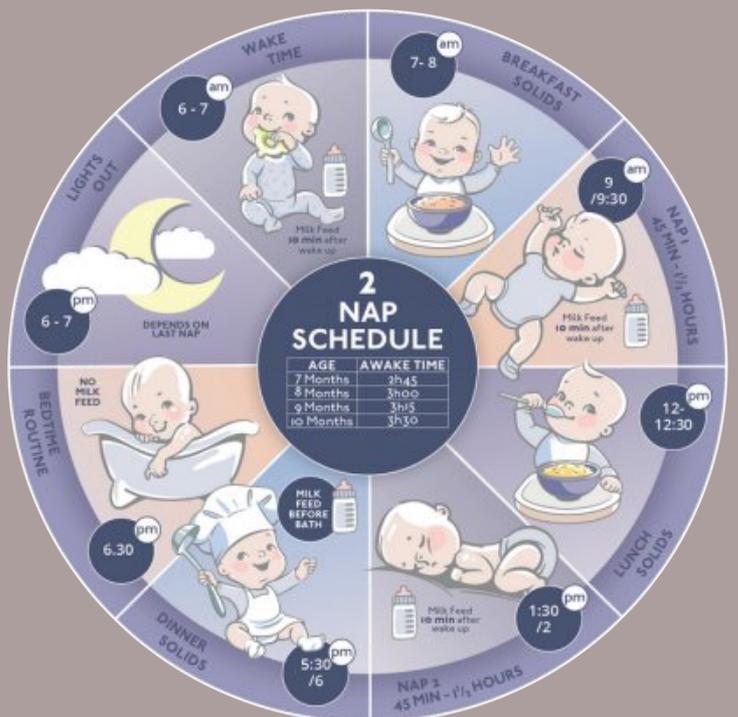
## AWAKE TIME

Follow age appropriate awake times.



# SLEEP-FEED-PLAY

This means feeding your baby when they wake up from a nap and not before they take the nap



# Age Appropriate Awake Times

Newborn	45 min – 1.5 hours
3 Months	1.5 hours
4 Months	1 h45 hours
5 Months	2h00 – 2h15 hours
6 Months	2h30 hours
7 Months	2h45 hours
8 Months	3 hours
9 Months	3h15 hours
10 – 12 Months	3h30 hours



# LET'S SLEEP BETTER



Have a look at our different solutions

## CONSULT AND SUPPORT

### The most responsible solution

Includes analysis, personalized sleep plan, 1.5-hour consultation, x 3 follow up support phone calls (15 min each) and two weeks of unlimited email / WhatsApp support.

## WORKSHOPS

### Create your own Sleep Plan

This practical three-hour workshop will assist parents in custom making their own sleep strategy for their family. Covering all the building blocks of sleep to help your family sleep BETTER.

## MASTERCLASS

### Cover the basics

An informative 60 - 90 minutes talk will cover all the building blocks of sleep in a more generic format but of course allow for some Q&A at the end.

## SCHOOL TRAINING

### Helping our support teams

Our newest offering focuses on helping teachers at schools understand the importance of sleep. Focusing on day time naps, requirements and schedules for different ages, and creating ideal sleep environments.

## SLEEP PARTY

### Sharing is Caring

Parents who have gone through the process have the opportunity to share their joy of restful Sleep with their friends. Friends spend time together while one of our Sleep Experts share what they know!

Supporting families to BETTER sleep



# GOOD NIGHT PHILOSOPHY



We believe that **all babies are different**, consequently no single (generic) approach to sleep will suit all families.



We DO NOT believe that improvements of sleep should be done at the expense of responding to your child's cues or emotional needs.

Our primary goals are to protect the attachment between babies and parents (as well as the breastfeeding relationship) while improving the number of restorative hours of sleep a family receives.



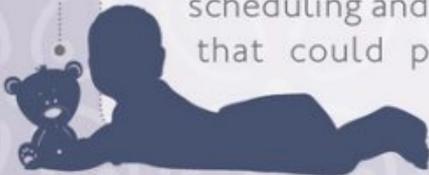
Parental goals, cultural experiences as well as **respecting parents' values and parenting philosophies** are core to our approach.



We are committed to keep any crying on the infant's part to an absolute minimum, although we do believe in the efficacy of controlled crying when working with behavioural modification.



We take an **holistic approach** to sleep training by firstly focussing on gentle scheduling and association changes that could positively influence sleep outcomes.



We believe that to have success in increasing sleep hours for infants, a consistent approach with which a **family is comfortable** provides the best solutions.



Our **relationship-orientated approach** to our services means that there is a collaborative effort between the consultant and the family to reach the parents' desired outcome of restful sleep for both infant and parents.



## CONTACT US

[www.goodnightbaby.co.za](http://www.goodnightbaby.co.za) | 067 182 3157

Email: [info@goodnightbaby.co.za](mailto:info@goodnightbaby.co.za)

 [Twitter@goodnightPT](https://twitter.com/goodnightPT)

 [www.facebook.com/GoodNightbabysra](https://www.facebook.com/GoodNightbabysra)

GOOD  
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Teaching children how to sleep





## HELPING CHILDREN SLEEP

### ARE YOU TIRED?



**8/10 PARENTS** struggle with sleeping issues. Do you feel that you have "tried everything"? We can imagine how tired you are.

### ENJOY THE BENEFITS OF AN EASY BEDTIME ROUTINE



**THIS COULD BE YOU!** Having the tools and knowledge to not only better your babies sleep NOW but be confident to keep going as your baby gets older

### DO YOU NEED A TRUSTED & PROVEN SOLUTION?

HERE IS WHAT OTHER PARENTS HAVE TO SAY

I'd just like to express my gratitude for all your help. Thanks so much for everything. Your tips and support were invaluable and while now with the benefit of hindsight they seem logical, at the time it was very helpful to have someone to consult with and answer my questions as opposed to just reading a book and trying to work it out for myself and hoping for the best.

I had a lot of knowledge on sleep, but no clue how to sift through all the information and apply it to my individual (difficult) baby. Was wonderful having a consultant guide me through every step of the way, and just someone to hear you out if you're struggling or cheer you on when you make progress. I think improving sleep is the most important thing you can do for your little one, as it makes you a better parent and sets them up for learning in a positive way.

Thank you so much for teaching me to teach my son how to sleep! He is now my little sleep superstar! The plan was detailed and told us exactly how to handle every eventuality. The consultant was great! Regularly checked in and gave me so much guidance through everything! I really appreciate the help! I am sharing Good Night with everyone I encounter! No mother should have sleepless nights!

Our 4 month old twins went from waking up every hour to sleeping through the night in 4 days. I am still in awe. Thank you so much Good Night. Every parent – whether having sleep issues or not – should consult with you!



# WE OFFER A START TO FINISH SOLUTION



**COMPREHEND:** We take our responsibility seriously and this is why we make sure that we analyse your specific issues thoroughly through a comprehensive questionnaire that you'll need to fill out about your child's sleep routine, habits and issues. It includes questions on feeding, environment, nutrition, expectations and parenting styles. No two children are the same and we want to give you a plan that will work for you.

**CREATE:** We provide you with a detailed and customised sleep plan. This is tailor-made for your child's sleep needs and your family's situation. Instead of you reading through endless sleep information on sleep, we provide you with a step-by-step programme that is easy to implement.



**CONSULT:** You are entitled to a 90-minute Virtual Consultation. We will discuss your issues and provide you with solutions, as well as help you to troubleshoot challenges. We will answer your questions and guide you through your individual plan-of-action to address all your concerns.

**COACH:** The most important part of what we do! None of our plans are set in stone and the follow up provides us with the opportunity to support you through this changing time and make adjustments to the game plan if need be. You will receive three follow-up telephone calls during the following 2 weeks after the consultation. These calls last around 15 minutes each, where we will chat about your child's progress, as well as any challenges or obstacles you've encountered. During the 2 weeks follow up you will also receive unlimited WhatsApp correspondence and support where you can ask questions, to ensure that you stay on track with your sleep consultants' guidance.



<p><b>a</b></p> <p>We have helped over 7000 families sleep better Experience that gives us insight and knowledge into how parents and their children differ but also methods that have been tried and tested</p>	<p><b>b</b></p> <p>Personalized support for each client We understand this will be one of the most difficult processes a parent can choose to do, our support is invaluable to ensure you have success.</p>	<p><b>c</b></p> <p>Continuous Consultant Development Our team of consultants attend monthly professional training and an annual conference to keep us up to date with all things parenting, sleep, baby and childhood related. We filter through the information and research so that you don't have to.</p>	<p><b>d</b></p> <p>We work together as a team As a team of 24 consultants we assist each other with shared experiences and support. You don't just get one consultant you get 24!</p>
<p><b>e</b></p> <p>We have a proven track record with hundreds of testimonials from parents who are now benefiting from sleeping better.</p>	<p><b>f</b></p> <p>Participating in controlled study with the University of Pretoria We are open and transparent in our methods and results. We have nothing to hide and rather want to spread the importance of sleep.</p>	<p><b>g</b></p> <p>Association of Professional Sleep consultants Leadership Team This gives us the opportunity to be part of the team that sets the standard of excellence for the entire industry.</p>	<p><b>h</b></p> <p>Network of Partners To strengthen our support to our clients</p>